

Tourism British Columbia
ANNUAL REPORT
1984/85



The Honourable Claude Richmond
Minister of Tourism/Expo 86

Tourism British Columbia
Annual Report. — 1979 —

Continues in part; British Columbia. Ministry of
Tourism and Small Business Development. Annual report.

Imprint varies: Ministry of Tourism and Small Business
Development, 1980; Ministry of Tourism, 1981-

ISSN 0229-0782 = Annual report — Tourism British
Columbia

1. Tourism British Columbia — Periodicals. 2. Tourist
trade — British Columbia — Periodicals. I. British
Columbia. Ministry of Tourism and Small Business Development.
- II. British Columbia. Ministry of Tourism.

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To the Honourable R. G. ROGERS
Lieutenant-Governor of British Columbia

May it Please Your Honour:

I have the honour to submit to you the Annual Report of the Ministry of Tourism for the fiscal year ended March 31, 1985.

CLAUDE RICHMOND
Minister of Tourism/Expo 86

To the Honourable CLAUDE RICHMOND
Minister of Tourism/Expo 86

Sir:

I am pleased to submit to you for your consideration the Annual Report of the Ministry of Tourism for the fiscal year ended March 31, 1985.

MICHAEL HORSEY
Deputy Minister
Ministry of Tourism



Table of Contents

	Page
The Tourism Industry in British Columbia	1
Tourism Highlights	2
The British Columbia Ministry of Tourism	5
Ministry Highlights	6
Financial Information	8
Tourism Associations	14
Appendices:	16
1 — Ministry Mandate	16
2 — Ministry Organization	17
3 — Ministry Staff	20



I am pleased to report the tourism industry in this province continues to grow, providing over 100,000 jobs for British Columbians who work for more than 10,000 businesses. Tourism is the third largest revenue generating industry in British Columbia, exceeded only by forestry and mining. It constituted approximately 5% of the gross provincial product in 1984, with revenues of over \$2.3 billion, an increase of 7.9% over 1983.

The outlook for tourism in British Columbia is excellent. In the short-term, 1985 appears to be building strongly toward the Expo year. I am confident that Expo 86 projections of 13.75 million site visits will prove to be modest. Not only will Expo bring significant benefit to downtown British Columbia, the Lower Mainland, it will bring people and dollars to all points of the province. In all, Expo 86's economic impact in B.C. alone will amount to more than \$3 billion.



Claude Richmond
Minister of Tourism/Expo 86

Our Province is gearing up. There are more than 60 Expo committees throughout B.C., each with exciting plans and projects. Other major promotional initiatives such as Islands 86 on Vancouver Island, the Go for the Gold promotion in the Cariboo, and numerous others demonstrate that the industry knows and understands the potential benefits of Expo 86.

Expo 86 itself is in good shape. After initial labour, management and other concerns one would expect with such a major undertaking, I am happy to report the project is on time and on budget.

To date, 43 countries have signed up and will have pavilions at the Fair. Foreign participation from countries in our key tourism markets is excellent, as is major corporate involvement. The blend of foreign nations and corporations is a tribute to the faith others have in our ability to stage a world-class event, and all the more reason for British Columbians to feel pride in their World Exposition.

The spectacular Expo Centre opened on May 2nd, a full year in advance of the official opening. This advance opening is unique in World's Fair marketing and is a key element in a marketing effort designed to reinforce the fact that Expo will be a high-quality event.

Promotional efforts for Expo 86 have started in earnest and will build through the fall of 1985 and spring of 1986 in key market areas.

My Ministry has played an active role in these Expo activities and, as well, has embarked upon a series of exciting and innovative programs which have found wide favour with the public and the tourism industry in British Columbia.

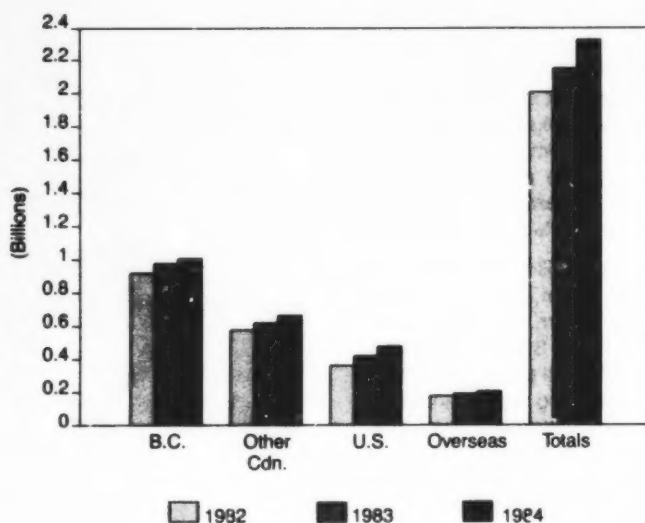
With sound consumer research, solid marketing plans, programs targeted to key markets of high potential and a true partnership between the Ministry and the private sector, I am pleased with B.C.'s short and long-term prospects. The tourism industry continues to grow in importance as a key ingredient in B.C.'s economic prosperity and development. I am well satisfied with the role which my Ministry is playing in this process and by the performance of its bright and dedicated professionals.

A handwritten signature in cursive script that reads "Claude Richmond".

Claude Richmond
Minister of Tourism/Expo 86

TOURISM HIGHLIGHTS

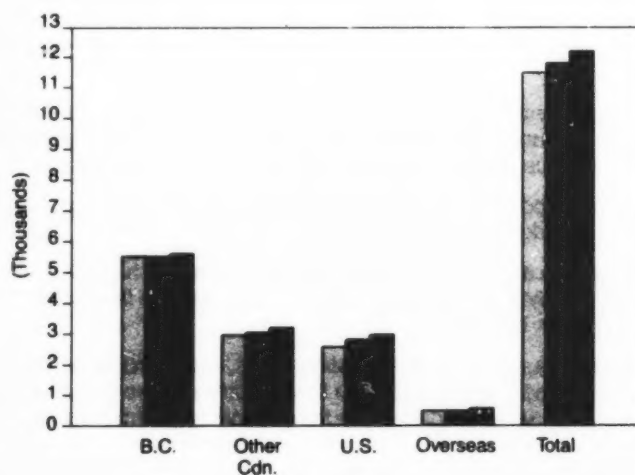
REVENUE



REVENUE (\$000,000)

	1982	1983	1984
B.C. residents.....	910	955	995
Other Canadian.....	570	610	665
United States.....	365	415	470
Overseas.....	164	175	195
TOTAL	2,009	2,155	2,325

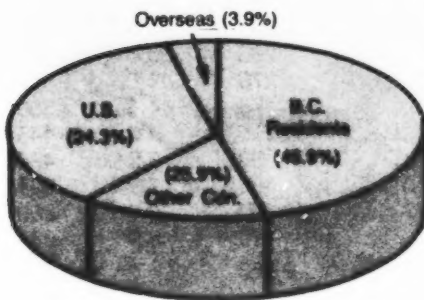
VISITORS



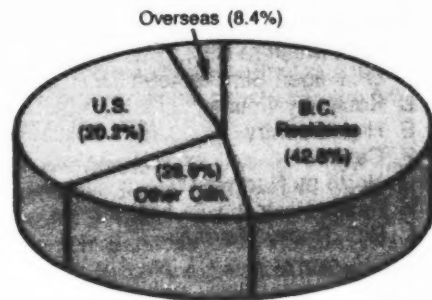
VISITORS ('000)

	1982	1983	1984
B.C. residents.....	5,550	5,550	5,600
Other Canadian.....	2,930	3,010	3,160
United States.....	2,560	2,795	2,970
Overseas.....	440	445	470
TOTAL	11,480	11,800	12,200

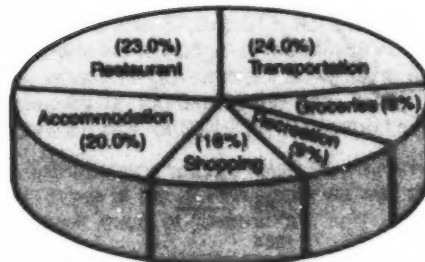
VISITORS BY MARKET AREA



REVENUE BY MARKET AREA



EXPENDITURE BY TYPE



PER DIEM EXPENDITURE, AVERAGE LENGTH OF STAY AND EXPENDITURE PER PERSON-TRIP BY ORIGIN OF VISITOR

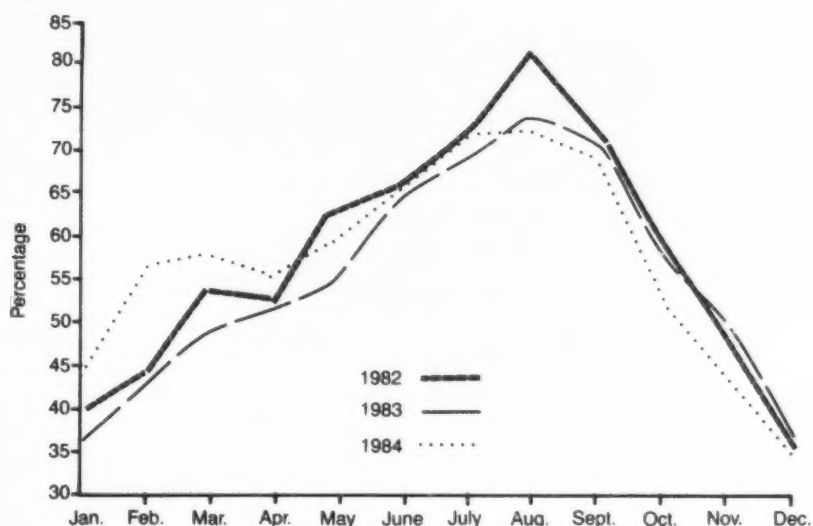
	Per Diem \$	Average Stay (Days)	Expenditure P/PT \$
Resident	44	4.0	175
Other Canadian	31	6.8	210
United States	37	4.2	155
Overseas	40	10.0	405
AVERAGE	38	5.0	190

TOURISM HIGHLIGHTS

REGIONAL MARKET SHARE

	Revenue (\$'000,000)	Percent of Total	Person- Trips ('000)
A Vancouver Island.....	505	21.7	2,465
B Southwestern B.C.....	765	33.0	3,595
C Okanagan Similkameen.....	275	11.8	1,540
D Kootenay Country.....	95	4.1	550
E High Country.....	210	9.0	1,445
F Cariboo.....	90	3.9	495
G North by Northwest.....	185	7.9	825
H Peace River Alaska Highway.....	60	2.6	300
I B.C. Rocky Mountain.....	140	6.0	985
TOTAL.....	2,325	100.0	12,200

HOTEL OCCUPANCY RATES 1982, 1983, 1984



Source: Pannell, Kerr, Forster Management Consultants

TOURISM B.C. VISITOR ENQUIRIES

CENTRE	1984	1983	1982
Vancouver	108,055	84,149	195,780
Victoria	182,623	227,368	105,310
Vancouver Airport.....	110,431	100,870	103,245
Douglas	96,525	94,601	88,059
Abbotsford.....	81,038	75,550	66,809
Golden	18,861	17,489	18,223
Osoyoos	10,335	10,084	10,429
Yahk	11,524	12,232	10,591
Banff	22,652	21,881	19,873
Mt. Robson.....	14,986	16,255	11,393
Dawson Creek	5,218	5,020	5,558
	662,230	665,499	635,270



Michael Horsey
Deputy Minister

The Ministry of Tourism was reorganized during FY 1984/85 to make it more responsive to the consumer and tourism industry alike. A thorough examination was undertaken of the Ministry's mandate and the manner in which its people interpreted that mandate (see Appendix 1). The result was the implementation of a new organizational structure in the final quarter of the year.

The "new" Ministry: The Ministry now has four distinctive divisions: Marketing, based in Vancouver; Development, Public Affairs and Management Services, all in Victoria. While it is too early to make a definitive judgement, the Ministry in the first quarter of FY 1985/86 passed a series of crucial performance milestones, including introduction of major new programs and administrative procedures, which provide evidence of a strong and effective organization at work.

People and Budgets: In FY 1984/85, the Ministry had 123 positions — Full Time Equivalents (FTE's, as this staffing count is known in government) — domiciled in offices in Victoria, Vancouver, Seattle, San Francisco, Los Angeles and London, England. Primarily as a result of reorganization, only 58 FTE's were utilized. A level of 118 FTE's was established to carry out planned programs in 1985/86.

The Ministry's budget for 1984/85 was \$7,872,511. An additional \$7,693,000 earmarked for marketing activities was set aside in the budget of the Ministry of Provincial Secretary, Government Information Services, where all government advertising funds are administered. Total monies available to the Ministry of Tourism in the year were, therefore, \$15,565,511. The Ministry spent 94.64% of these funds, or \$14,730,724 to the fiscal year end.

Relationship with Others: The Ministry, with its relatively limited resource base, must rely on coordinating its efforts with those of the private sector as well as with other Ministries of the provincial government and other levels of government.

The Ministry maintains a close working relationship with the tourism industry through the auspices of the Provincial Tourist Advisory Council, nine regional tourism associations, various sectoral associations and representative bodies.

The Department of Regional and Industrial Expansion and Tourism Canada are the major touchpoints with the federal government. The Ministry of Industry and Small Business Development and, most recently, the Ministry of International Trade and Investment are the key provincial ministries with a role in tourism industry development. Significant steps were made this year to establish new working relationships with the Ministry of Lands, Parks and Housing and the Ministry of Provincial Secretary and Government Services both of which have substantial interests in tourism or tourism-related activities.

The Ministry's relationships with all those other "players" is satisfactory but could be better in terms of coordination and planning — tasks which will become a matter of some priority in the coming year.

A handwritten signature in dark ink, appearing to read 'M Horsey', written in a cursive style.

Michael Horsey
Deputy Minister

MINISTRY HIGHLIGHTS

Research

At the end of FY 1984/85, the Ministry commenced a thorough examination of the market potential for British Columbia tourism. Extensive consumer studies were undertaken in British Columbia, Washington and Oregon. Using sophisticated market research techniques, consumers were asked what they like — and perhaps more importantly, what they don't like — about a vacation in British Columbia. These studies tell much about the nature of the tourism experience in British Columbia and how we should best describe opportunities to potential visitors.

The major findings suggest that consumers are no longer attracted by image advertising which concentrates on British Columbia's rolling plains, rushing rivers, majestic mountains or sweeping seascapes. Rather, consumers today are asking for more specific information about the activities, events and celebrations taking place in all this magnificence.

The *British Columbia Resident Travel Study* and the *Washington and Oregon Resident Travel Study* are available from the Queen's Printer, 506 Government Street, Victoria, B.C. V8V 4R6 at a cost of \$10.00 each.

A consumer research study is currently being undertaken in Alberta, the results of which should be available in the fall of 1985.

Advertising Plan

The major innovation of the past year has been the shift in the Ministry's advertising from general, natural beauty-based promotion to a specific information base. The change in direction arose as a result of our consumer research which shows that potential visitors want specific information about the activities and attractions available. An example of this new focus is best provided by our *Travel Guide to Super, Natural British Columbia*. The enthusiastic response to this publication indicates that our advertising plan is on the right track.

The objectives of the advertising plan remain:

- (1) to create high visibility and impact in our priority target markets of British Columbia, the rest of Canada and particularly Alberta, and the west coast of the United States;
- (2) to direct our advertising to potential travellers to British Columbia with emphasis on the primary consumer target groups in Canada and the United States, i.e. families and individuals between the ages of 25–45, with an average family income in excess of \$25,000; and
- (3) to provide year-round exposure for British Columbia to encourage travel in the shoulder periods of spring and fall.

To these ends, Tourism B.C. utilizes a media mix of consumer magazines, television, radio and daily newspaper inserts, with the choice depending on a number of factors including the market, time of year, the message being conveyed and the product.

Publications

Travel Guide to Super, Natural British Columbia: A simple, colourful and informative 32-page publication designed to facilitate the planning of family vacations in B.C. Packed with information on events and attractions, over 4,000,000 copies were produced for response to over-the-counter and mail enquiries and distribution through insertion in daily newspapers to households in our priority markets of B.C., Alberta, Washington, Oregon and Northern California.

Accommodation Guide: A complete list of the properties in the Province providing travellers with accommodation, along with regional maps and information on rates. The 1984 Guide listed approximately 2,000 establishments providing over 80,000 accommodation units. 700,000 copies of the book were produced.

Road Map and Park Guide: In cooperation with the Ministry of Lands, Parks and Housing, major layout changes were incorporated in this ongoing publication and 1.5 million copies were printed during the year for distribution in 1985.

Ski Brochure: The Ministry produced a new edition of *Ski Super, Natural British Columbia, Canada* sub-titled "Peak Experiences". The 32-page publication covers skiing facilities and services in the province plus information on heli-skiing, snow-cat skiing, downhill and cross-country skiing. Some 165,000 copies in English and 25,000 in Japanese were printed and distributed at trade and consumer ski shows.

Posters: 20,000 posters of four British Columbia scenes were printed and given wide distribution to the travel industry.

Southwestern B.C. Map: The Ministry produced 400,000 copies of a map of the Lower Mainland to assist travel counsellors servicing visitors' enquiries.

Convention Kit Pocket Folder: A convention kit pocket folder was designed and 110,000 folders were produced.

Travel Agents Package Tours 1985: (formerly known as the *Travel Agents Manual*): A catalogue of the various travel packages available throughout B.C. The Ministry produced 14,000 copies: 6,000 were distributed through the mail to travel agents and wholesalers; the remaining 8,000 were presented to agents and wholesalers at major trade shows in Canada and the United States.

*Ministry Highlights
continued on page 10*

FINANCIAL STATEMENT

Expenditure by Program

Expenditure	1983/84 (Actual) ^(a) \$	1984/85 (Actual Unaudited) \$	1985/86 (Estimated) \$
Minister's Office	130,524	139,700	151,996
Deputy Minister	103,291	228,527	184,977
Public Affairs	—	—	105,591
Research	163,728	380,554	276,510
Finance	284,983	331,671	315,387
Personnel	58,944	85,382	81,331
Admin. Services (incl. Ministry accommodation and data processing equipment)	976,899	1,010,616	1,212,268
Sub Total Gen. Admin.	1,587,846	2,016,750	2,176,064
Asst. Deputy Minister—Development	84,752	103,341	208,515 ^(b)
Educational Services	223,713	223,915	198,287
Accommodations	225,843	255,951	191,670
Industry Development	70,746	95,382	661,750 ^(b)
Royal Hudson Train	1,204,823	547,035	600,000
Special Services	493,112	—	— ^(c)
Sub Total Development	2,302,989	1,225,624	1,860,222
Asst. Deputy Minister—Marketing	27,670	123,447	701,694 ^(b)
Domestic	950,750	1,301,909	1,304,855
International	114,691	135,459	281,672
U.S.	294,390	336,534	497,594
Market Support	634,744	867,140	708,840
Film Promotion	118,033	166,353	168,498
Regional Grants	716,175	702,303	645,000
Sub Total Marketing	2,856,453	3,633,145	4,308,153
Ministry Sub Total	6,877,812	7,015,219	8,496,435
B.B.C. Magazine	(918,176)	—	— ^(c)
Medical Expenses—Foreign Offices	23,709	22,505	—
Direct Ministry Total	5,983,344	7,037,724	8,496,435
Advertising ^(d)	6,690,050	7,693,000	8,900,000
Total Ministry Expenditure	12,673,394	14,730,724	17,396,435

(a) Estimated to reflect new organizational structure.

(b) Increases in 1985/86 include joint marketing of Expo 86 as well as development initiatives for that fiscal year.

(c) Reflects the discontinuation of Special Services and disposal of Beautiful B.C. Magazine.

(d) Advertising monies are centralized within the Ministry of Provincial Secretary and Government Services, Government Information Services Branch.

(e) The Ministry utilized 98 Full Time Equivalent staff in 1984/85 and has 118 Full Time Equivalent staff approved for its 1985/86 fiscal year.

(f) Reflects the "societization" of the Royal Hudson Steam Train.

Expenditure by Type

Expenditure	1983/84 (Actual) ^(a) \$	1984/85 (Actual Unaudited) \$	1985/86 (Estimated) \$
Salaries and Benefits.....	3,000,344	2,983,702	3,677,839 ^(a)
Travel.....	265,883	220,854	256,163
Other Operating Expenditures.....	2,917,050	2,862,564	2,499,433
Building Occupancy Charges.....	806,408	767,042	713,000
Grants and Contributions.....	800,965	782,475	1,350,000 ^(f)
Recoveries.....	(1,807,306)	(580,713)	—
Direct Ministry Total.....	5,983,344	7,037,724	8,496,435
Advertising ^(d)	6,690,050	7,683,000	8,900,000
Total Ministry Expenditure.....	12,673,394	14,730,724	17,396,435

Revenue

Tourism Accommodation Guide Registration Fees	39,701	50,095	50,000
Educational Services Course Fees	6,028	6,185	—
Total Direct Revenue.....	45,730	56,280	50,000

Note: The financial statements contained in this annual report have been prepared by management in accordance with the accounting policies adopted by the Province of British Columbia. Management is responsible for the accuracy, integrity and objectivity of the information contained in these statements. Management maintains an extensive system of internal accounting controls to ensure that transactions are completely and accurately recorded on a timely basis, are properly approved and result in reliable financial statements.

These statements are incorporated in the combined financial statements of the Province, which are examined by the Auditor General. The Auditor General expresses an opinion as to whether the combined financial statements present fairly the financial position, operating results and changes in financial position of the Government of the Province of British Columbia in conformity with the stated accounting policies. This opinion is contained in the Auditor's Report which is included in the Public Accounts presented to the Legislative Assembly. At this time, however, the audit examination leading to this opinion is not yet complete.

Special Promotions

The Ministry participated in approximately 25 special promotional events designed to focus attention on a particular aspect of B.C.'s tourism industry. The major activities of this nature in 1984/85 were as follows:

- **Look What We've Got:** An industry incentive program designed to encourage B.C. residents to take pride in and see more of their province.
- **Friendship Exchange:** A cooperative Ministry/Industry media blitz in Washington State to promote the good value available in B.C. as a result of the difference between the American and Canadian dollars.
- **Hotel Co-op Program:** From mid-November 1984 through March 1985, a print campaign in the U.S. promoting 50% off weekend hotel rates in southwest British Columbia. This promotion produced 7,400 hotel bookings.
- **Expo 85, Tsukuba, Japan:** Joint Tourism B.C./Industry and Small Business program to highlight B.C.'s involvement in Expo 85 and to encourage Japanese visits to Expo 86.
- **Spring Daffodil Blitz:** Joint Ministry/industry program directed at Alberta and Toronto markets.
- **Double Your Pleasure:** Cooperative advertising program developed to increase U.S. and B.C. visitors to Vancouver Island during the January — March 1985 period.

Partners in Tourism

Part of the thrust to more specific and localized promotion is the development in 1984/85 of our "Partners in Tourism" program for introduction in 1985/86. This program provides matching dollars for cooperative private sector promotional campaigns based on submission of a marketing plan through each of the Province's nine regional tourism associations.

An estimated \$2 million is expected to be distributed through this program in 1985/86, stimulating a total of some \$4 million in price and product-specific advertising and promotional activities for the various regions of Beautiful British Columbia.

An additional \$450,000 will be paid to the regional associations in 1985/86 to assist with their administrative requirements. As the "Partners" program is new, there is no direct comparison available to previous year's experience, other than to note that total payments to regions — for administration and promotion — equalled \$670,000 in 1984/85, while in 1985/86, the total will be just under an estimated \$2.5 million.

Superhost

Planning for SuperHost, an innovative industry-based hospitality training program, commenced in FY 1984/85 with its formal introduction in the first quarter of FY 1985/86. This program is directed at both entrepreneurs and employees of B.C. business. In brief, we are asking sponsors to sign a pledge to provide quality service, fair exchange and hospitality to visitors. We are asking employees to take an eight-hour hospitality course. The program will be administered by community groups with an interest in signing up business people and training hospitality industry workers. Tourism B.C. will, in turn, provide training for the trainers, all course materials, appropriate promotional materials and support services. An estimated 30,000 hospitality industry people will go through this program before the start of Expo 86.

Other Educational Services

In 1984/85, 17 sessions of the 5-day Travel Counselling Techniques Course were offered in communities throughout the Province, providing professional development training to approximately 270 individuals.

Film Promotion

Fifteen feature films, representing some \$40 million in production monies expended locally, were shot on location in British Columbia in 1984. The total economic impact to the Province is estimated in the area of \$120 million.

These films represent some of the biggest names in the movie industry, including such stars as Tom Selleck, Richard Widmark, and Darryl Hannah; directors of the calibre of Dino de Laurentis and Michael Cimino; and production companies such as NBC, ABC and Walt Disney Productions.

These luminaries of the film industry chose B.C. because of the world-class facilities, production crews and talented individuals available here. The exchange rate on the U.S. dollar didn't hurt either.

Requests for services and information increased 250% over the previous year.

1984 Films

A Certain Fury	Natty Gann
Consenting Adult*	Regeneration
My American Cousin*	Streetwise
Blackout*	Walls*
Runaway	Brotherly Love*
Billy Grier*	Clan of the
Year of the Dragon	Cave Bear*
Secrets of a	Danger Bay*
Married Man	

* made for television

MINISTRY HIGHLIGHTS

Media Assistance

More than 1,000 travel and business media people from around the world were assisted in preparing articles or films about British Columbia. This assistance ranged from the simple answering of telephone and written enquiries about events or locations of interest to arranging detailed itineraries of visits and interviews around the Province.

The Ministry's emphasis is naturally on encouraging media from our major market areas to visit British Columbia; however, major media from all parts of the world have visited and reported on B.C. in the past year.

Of particular significance in the television area were production teams from Seattle and Los Angeles, the B.B.C. in London, and major Japanese networks. As well, representatives of such prestigious newspapers as The Times of London and the Christian Science Monitor were aided by the Ministry's media program and conveyed enthusiastic reports on our Province.

The coverage generated by media representatives visiting British Columbia in the past fiscal year has reached millions of people world-wide and is easily worth several million dollars to the Province of British Columbia in advertising equivalency.

Next year, as the world's media focus on Expo 86, the provision of media assistance can be expected to increase in significance.

Familiarization Tours

Familiarization tours to British Columbia by international travel industry representatives, or "fam tours" as they are known in the industry, provide the Ministry with the opportunity to show off the diverse regions, attractions and businesses of our province to potential travel generators and to educate them on the product B.C. has to offer.

In 1984 the Ministry was involved in the coordination of tours for over 1500 such persons to the nine tourism regions of British Columbia.

Some of the major travel influencers who visited British Columbia included:

- **The Association of British Travel Agents** visited Victoria.
- **The Pacific Area Travel Association** visited Vancouver.
- **The American Automobile Association of Washington and Oregon** toured the Okanagan, Kootenay Boundary, Thompson, Cariboo-Chilcotin and South-western Regions.

In addition, Tourism B.C. assisted with over 1000 travel agents' educational tours of the province in cooperation with CP Air, Air Canada, Frontier Airlines, Pacific Western Airlines, Air B.C., Northwest Orient Air, Cathay Pacific, United Airlines, Japan Airlines, British Airways, and Lufthansa.

Conventions

Tourism B.C. encourages the meeting and convention industry to utilize British Columbia as a venue in three ways:

- (1) by marketing B.C. as a convention location;
- (2) by increasing attendance at B.C. conventions through promotional mailings, the distribution of literature at prior conventions, developing pre and post convention tours and providing planning assistance to convention organizers; and
- (3) by servicing conventions once they are here, again through the provision of literature, maps and guides, but also by facilitating arrangements such as interviews, entertainment, speakers and other such services.

Meetings and convention business generate an estimated \$250 million in revenue annually in British Columbia.

In 1984/85 Tourism B.C. provided assistance to approximately 300 conventions held in the Province.

The Ministry has assisted with the marketing of the Vancouver Trade and Convention Centre and the Whistler Conference Centre. With these two major facilities in place, the prospects for future convention business are excellent.

Trade Sales

In 1984/85 the Ministry participated in over 40 trade and consumer travel exhibitions reaching thousands of travel industry representatives.

In November and December of 1984, joint presentations with Expo 86 were made in the United States before the National Tour Association and the American Bus Association, reaching over 2,000 bus company operators, tour wholesalers and tour operators.

The Ministry also participated in major consumer shows in California, Alberta and Ontario, where Ministry staff joined with private sector participants to sell the British Columbia travel message directly to thousands of travel consumers.

Tourism Agreement

Discussions were started with the Federal Government in FY 1984/85 concerning a tourism industry subsidiary agreement as part of the Federal/Provincial Economic Regional Development Agreement package. This agreement, designed to stimulate the tourism industry in this Province was signed by the Provincial and Federal Governments in the second quarter of FY 1985/86.

TOURISM ASSOCIATIONS

The tourism industry in British Columbia is divided into nine geographical regions as indicated in the map below. Activities within each region are coordinated by a regional association, as outlined on the facing page.



OTHER INDUSTRY ASSOCIATIONS

Members of regional associations may also be members of sectoral associations, such as the Hotel Association, the Motel, Resorts and Trailer Parks Association; the Restaurant and Food Services Association, and a host of others grouped together by sphere of interest.

Advice and direction for the Minister and the Ministry are provided on a regular basis by the Provincial Tourist Advisory Council (P.T.A.C.), a body established by the *Ministry of Tourism Act*. This Council, with representatives from major sectoral and regional associations as well as a variety of individuals influential in the British Columbia tourism industry, met with the Minister twice in 1984/85 and covered a wide range of issues vital to the health of the tourism industry.

Tourism B.C. also maintains close links with the Tourism Industry Association of B.C. (TIABC), an umbrella organization representing a wide range of sectoral and regional associations. These links will be strengthened in 1985/86 as a number of joint Tourism B.C./TIABC projects currently being planned are brought to fruition.

TOURISM ASSOCIATIONS

REGIONAL TOURISM ASSOCIATIONS

TOURISM ASSOCIATION OF VANCOUVER ISLAND — REGION A

Room M36, 635 Humboldt Street

Victoria, British Columbia, V8W 1A7

— President: Vince Herkei (Ladysmith) 245-2341

— Managing Director: Joyce Brookbank (Victoria) 382-3551

TOURISM ASSOCIATION OF SOUTHWESTERN B.C. — REGION B

Box 48610, Bentall P.O.

(2nd Floor, 1425 West Pender Street)

Vancouver, British Columbia, V7X 1A3

— President: John Allen (Harrison Hot Springs) 796-9117

— Managing Director: John Jennings (Vancouver) 688-3677

OKANAGAN SIMILKAMEEN TOURIST ASSOCIATION — REGION C

Jubilee Pavilion (185 Lakeshore Drive)

Penticton, British Columbia, V2A 1B7

— President: Garry Sharpe (Penticton) 493-8121

— A/Manager: Eltie Sutherland (Penticton) 492-6611

KOOTENAY COUNTRY TOURIST ASSOCIATION — REGION D

Site 2 — 11 (Castlegar Airport), R.R. 1

Castlegar, British Columbia, V1N 3H7

— President: Chuck Truscott (Creston) 428-4983

— Regional Manager: Roy Shields (Castlegar) 365-8486

HIGH COUNTRY TOURISM ASSOCIATION — REGION E

P.O. Box 298 (670 — 11th Street N.E.)

Salmon Arm, British Columbia, V0E 2T0

— President: Glen Charlesworth (Kamloops) 374-4164

— Manager: Duncan Myers (Salmon Arm) 832-8028

CARIBOO TOURIST ASSOCIATION — REGION F

P.O. Box 4900 (6 — 160 Oliver Street)

Williams Lake, British Columbia, V2G 2V8

— President: Hans Dankel (100 Mile House) 395-4096

— Managing Director: Gordon Finlay (Williams Lake) 392-2226

**NORTH BY NORTHWEST TOURISM ASSOCIATION
OF BRITISH COLUMBIA — REGION G**

P.O. Box 1030 (1277 Main Street)

Smithers, British Columbia, V0J 2N0

— President: Virginia Lowrie (Terrace) 635-7411

— Manager: Wendy Moore Harnden (Smithers) 847-5227

PEACE RIVER/ALASKA HIGHWAY
TOURIST ASSOCIATION — REGION H

9900 — 100 Avenue

Fort St. John, British Columbia, V1J 1Y5

— President: Wilma Harms (Pouce Coupe) 786-2544

— Tourist Coordinator: Walter Slany (Fort St. John) 785-2544

**ROCKY MOUNTAIN VISITORS ASSOCIATION
OF BRITISH COLUMBIA — REGION I**

P.O. Box 10 (495 Wallinger Avenue)

Kimberley, British Columbia, V1A 2Y5

— President: Mike Smith (Invermere) 345-6363

— Managing Director: Don Foxgord (Kimberley) 427-7469

Tourism Act: The mandate of the Ministry of Tourism is found in the *Ministry of Tourism Act*, B.C. 1980, Ch. 33, which states the Ministry's role as:

- (1) to promote and encourage the tourist industry in British Columbia;
- (2) to provide tourists with information services; and
- (3) to encourage the development of the motion picture industry in the Province

Mandate Re-articulated: In the past year, considerable thought has been given to this mandate, as a result of which additional precision has been provided as to the reason underlying the Ministry's activities.

As a result, the Ministry's Goal for management and operational purposes is now articulated as:

To develop and increase the value of tourism in British Columbia.

The Ministry Objective is to increase gross provincial revenues from tourism by increasing the number, average length of stay, and per diem expenditure of travellers.

The Means by which the Ministry attempts to achieve these ends involves two primary approaches:

- (a) Marketing — to utilize fully the existing capacity of the B.C. travel industry by marketing B.C. directly as a travel destination and by assisting the industry in making its marketing more effective; and
- (b) Development — to help make the B.C. tourism industry more attractive and competitive by promoting and facilitating improvements, new developments and major initiatives.

This clearer articulation of purpose has proven to be of assistance to Ministry staff in an operational sense and, perhaps even more importantly, it provides a quantifiable measure against which Ministry activities and effectiveness can be judged.

Coordination Role: The Ministry of Tourism has a distinct role to play as the principal integrating agency on the tourism scene. Utilizing its limited resources and the variety of expertise available in the field, provincial objectives can best be achieved by making optimum use of the resources available in the private sector and by facilitating and coordinating the activities of the private sector and government at municipal, provincial and federal levels.

As the tourism industry assumes an increasingly important role in the Province's and the country's economies, it becomes even more important to ensure that efforts are integrated and duplication is eliminated. The Ministry of Tourism is well placed to provide a leadership role in ensuring that issues of vital concern to the tourism industry are addressed in a coordinated and systematic fashion.

Other Acts Administered: In addition to the *Ministry of Tourism Act*, the Ministry is responsible for the administration of the following:

- *Travel Regulation Act*, R.S.B.C. 1979, Ch 410: An act to provide Cabinet with the authority to make regulations regarding tourist accommodation, to establish standards for classification, and to establish the Provincial Tourist Advisory Council.
- *Hotel Keepers Act*, R.S.B.C. 1979, Ch. 182: An Act regarding the rights and liability of hotel keepers with respect to the property of their guests.
- *Hotel Guest Registration Act*, R.S.B.C. 1979, CH. 182: An Act requiring the registration of hotel guests.

Marketing

Assistant Deputy Minister: Virginia Greene

The **objective** of the Marketing Division is to increase the volume of Tourism activity to and within the Province. Strategies and programs are directed to British Columbia's strength markets and are driven by a knowledge based on up-to-date research of British Columbia's customers and their preferences.

Markets, in order of priority, are British Columbia residents, Alberta, Ontario, Washington and California. Overseas markets of note include the United Kingdom, West Germany and Japan. While "fishing where the fish are", the Ministry is always watchful for development markets which today include various U.S. states, Australia, Korea and Hong Kong.

Market programs include consumer and trade advertising; brochures or publications for both consumers and trade travel professionals; representation at travel trade shows and fairs; educational tours around British Columbia for travel media, wholesalers and retail travel agents; and a variety of promotions designed to highlight British Columbia as a desired travel destination.

Sales offices in London, England; Los Angeles, San Francisco and Seattle work with both media and travel industry representatives to promote new products and services and maintain awareness of British Columbia as an attractive place to travel.

Information Centres within British Columbia provide visitors with detailed planning information on the Province and its regions. Their purpose is to encourage travellers to stay a little longer and see a little more.

The Marketing Division, through the **Film Promotion Office**, promotes British Columbia as a film location which offers trained crews, diverse locations and a favourable exchange rate. The office also provides service to pictures being filmed in British Columbia.

The **Convention Sales Office** works with industry to sell British Columbia as a venue for meeting and convention travel. Programs include promotion of the destination, assistance in bid preparation and servicing of conventions taking place in the Province.

Objectives for 1985/86 include coordinating all marketing efforts with those of Expo 86, to take maximum advantage of Expo as an opportunity to increase visits to British Columbia both in 1986 and beyond and developing the **Partners in Tourism** Program.

MINISTRY ORGANIZATION

Development

Assistant Deputy Minister: James Doswell

The Development Division was established:

- (1) to facilitate and support tourism development throughout British Columbia in cooperation with the private sector and all levels of government;
- (2) To stimulate and encourage the development of competitive and innovative tourism product in response to market demand; and
- (3) To ensure visitor satisfaction through the maintenance and improvement of standards and service levels.

The Division is organized as follows:

Industry Development: A project-oriented Branch which provides consultation assistance to community development groups and tourism developers and operators throughout the Province. Staff are available to review and provide advice on tourism proposals and facilitate the development of those which meet established criteria.

Assistance has been provided to approximately 71 clients with numerous client contacts made since the Branch's establishment in December 1984.

Projects range from the coordination of a tourism marketplace in the British Columbia Pavilion for Expo 86 to a pilot project involving product/market matching of marine tourism activities, investigating the potential of air tourism, outdoor adventure packages and destination vacation attractions and facilities involving considerable inter-agency liaison.

Industry Services: This Branch provides both accommodation and educational services to the industry. The accommodation area is shifting its focus from one of inspection to that of counselling tourism operators on desirable improvements. Inspections will be maintained, however, when new facilities are registered, facilities change ownership, or problems are brought to the Ministry's attention.

This section is also responsible for liaison with ResWest, the private province-wide accommodation reservation system.

The educational services component offers the Travel Counselling Techniques Course and coordinates the SuperHost program in an effort to upgrade the level of service and hospitality in the B.C. tourism Industry.

General

The Development Division also represents the Ministry in its relations with the B.C. Transportation Heritage Centre, Royal Hudson Steam Train Society and Sports Fishing Advisory Board.

Public Affairs

Director: Lynda Cronin

The Public Affairs Division became part of the Ministry organizational structure in 1984/85 but did not become operational until May 1985.

This Division is a focal point within the Ministry for liaison with the provincial tourism industry. As such, it is responsible for the activities of the Provincial Tourist Advisory Council and for ensuring the coordination of appropriate responses to industry concerns.

The Division also has responsibility for general press and public relations of the Ministry and plays a coordinating role for Ministry activities, particularly in the area of federal-provincial relations.

Management Services

Executive Director: Evelyn Greene

The Management Services Division directs the development and maintenance of management support systems to achieve optimum allocation of all of the Ministry's fiscal, physical, management information and human resources. It is divided into four functional areas:

- Research Services
- Financial Services
- Personnel Services
- Administration Services

Research Services: This Branch of the Ministry is responsible for developing and managing the Ministry's research program which includes market studies and monitoring and reporting the monthly performance of the tourism industry. In 1984/85, extensive consumer studies were undertaken in British Columbia, Washington and Oregon.

Financial Services: The Financial Services Branch is responsible for developing and managing a comprehensive financial administration and management information system and for managing financial and accounting programs for purposes of asset and expenditure control. During the past year the Branch has made significant improvements to the Ministry's financial administration systems and control procedures, partly in response to concerns raised by the Auditor General. In addition to continued enhancements, the Ministry is embarking upon the major project of automating its financial management information system.

Personnel Services: The Personnel Services Branch is responsible for developing and coordinating a comprehensive personnel management program to ensure the enhancement and effective utilization of the Ministry's human resources. This includes technical advice and assistance on recruitment and selection, labour relations, staff training and human resources planning. The Branch was heavily involved in the implementation of the Ministry's reorganization, particularly in the recruitment of marketing directors and trade development staff.

Administration Services: The Division also provides technical and administrative support to the Ministry in management and control of office space, vehicle pool, furniture and equipment and records management. Key projects include the consolidation of the Marketing Division in Vancouver and the continued implementation of the Ministry's Information System Plan.

Prefix is 387- (Victoria) unless otherwise indicated

Victoria Address: 1117 Wharf Street, Victoria, B.C. V8W 2Z2

Vancouver Address: 865 Hornby Street, Vancouver, B.C. V6Z 2G3

Minister's Office

Room 113, Parliament Bldgs., Victoria, B.C. V8V 1X4

Minister	Richmond, Claude	1201
Minister's Secretary	Bridge, Pat	1201
Ministerial Assistant	Hook, Wanda	1201
Secretarial	Williams, Gail	1201
	Slydell, Caroline	1201

Deputy Minister's Office (Victoria)

Deputy Minister	Horsey, Michael	1906
Secretary	Friedli, Lisa	1906

PUBLIC AFFAIRS (Victoria)

Director	Cronin, Lynda	1311
Secretary	Vesey, Tricia	1311

Assistant Deputy Minister's Office — Development Division (Victoria)

Assistant Deputy Minister	Doswell, Jim	6929
Secretary	Carter, Coral	6929

INDUSTRY SERVICES (VICTORIA)

Director	Lemon, Rick	1711
Secretarial	Tapping, Kim	1711
	Brokenshire, Donnie	1711
Co-ordinator, Educational Services	Saintsbury, Dawn	1711

Accommodations

Manager	Colthorpe, Fred	1711
Secretarial	Longstaff, Cheryl	1711
Accommodation Counsellor	Tomljenovich, David	1711

Accommodation Counsellor — Cranbrook: 117—10th Ave. South, Cranbrook, B.C. V1C 2N1
Beaulac, Barry 489-3521
Local 308

INDUSTRY DEVELOPMENT (VICTORIA)

Director	Carter, Wayne	1533
Secretarial	Brydges, Doreen	1533
	Garrison, Kathy	1533
	Hudson, Vicki	1533
Tourism Development Officers:	Hussey, Frank	1533
	Lee, Barry	1533
	Majcher, Jim	1533
	White, Doug	1533

MINISTRY PERSONNEL

Assistant Deputy Minister's Office — Marketing Division (Vancouver)

Assistant Deputy Minister	Greene, Virginia	660-2861
Secretary	Mitchell, Annabel	660-2861
Office Manager	Ferguson, Kathy	660-2861
Secretarial/Office Support	McLaughlin, Karen	660-2861
	Parton, Vicki	660-2861
	Morgan, Linda	660-2861
	Johnston, Susan	660-2861

DOMESTIC MARKETING (VANCOUVER)

Director	Jim Lawson	660-2861
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Visitor Services (Victoria) — Administration

Manager, Visitor Services	Dennison, Gail	6371
Secretarial	Trowsdale, Joanie	6371
Supervisor, Travel Counsellors	Timothy, Valarie	6371
Senior Travel Counsellor	Argue, Fraser	1642
Travel Counsellors:	Gonsalves, Francesca	1642
	Graham, Cathy	1642
	Greene, Marjorie	1642
Brochure Coordinator	Pepper, Margaret	1642
Distribution Clerk	Lewis, Richard	1642

Travel Counsellors: 800 Robson Street, Vancouver, B.C. V6Z 2C5

Supervisor	Jekubik, Benita	660-2300
Travel Counsellors:	Ballou, Nancy	660-2300
	Miles, Barb	660-2300
	Caird, Paula	660-2300
	Brodie, Pat	660-2300

Abbotsford: Highway 1, west of Abbotsford, Box 321, Abbotsford, B.C.

Supervisor	Dykes, Bob	856-5151
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Douglas: 356 King George Hwy., R.R. 7, White Rock, B.C. V4B 5A8

Supervisor	Dykes, Bob	531-4442
	Burg, Denise	531-4442

Airport: Vancouver International Airport, Level 2, Arrivals

Supervisor	Wilson, Jim	273-1648
	Ross, Missy	273-1648

Burnaby Warehouse: Suite 101, 4570 Canada Way, Burnaby, B.C. V5J 1J7

Supervisor	Stevens, Jerry	430-0162
Stockman	Campbell, Philip	430-0162

UNITED STATES MARKETING — VANCOUVER

Director	Copeland, Wendi	660-2861
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Seattle: Tourism B.C., 720 Olive Way, Seattle, Washington, 98101

Sales Manager	Pagel, Karyl	206-623-5937
Travel Counsellors:	Boyd, Kim	206-623-5937
	Cloutier, Marina	206-623-5937

San Francisco: Tourism B.C., 100 Bush Street, San Francisco, CA 94104

Sales Manager	Dawson, John (Jack)	415-981-4780
Secretarial	Ohman, Jean	415-981-4780

MINISTRY PERSONNEL

Los Angeles: Tourism B.C., 34, 3400 Wilshire Blvd., Los Angeles, CA 90010

Sales Manager	Bateman, John	213-380-9171
Secretarial	Crossman, Julie	213-380-9171

INTERNATIONAL MARKETING (VANCOUVER)

Director	Willis, Jim	660-2861
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London: Tourism B.C., 1 Regent Street, London, England, SW1Y 4NS

Sales Manager	Sedgeley, Brian	01-930-6857
Secretarial	Preedy, Julie	01-930-6857

MARKETING SERVICES (VANCOUVER)

Director	Henderson, Dave	660-2861
Manager, Conventions & Incentive	Tivy, Rob	660-2861
Manager, Trade Sales	Strickland, Craig	660-2861
Manager, Familiarization Tours	[vacant]	660-2861
Manager, Promotions	[vacant]	660-2861
Manager, Media Relations	Barnes, LaVerne	660-2861
Coordinator, Advertising and Publications	Jacobsen, Jill	660-2861
Coordinator	Dornik, Donna	660-2861

FILM PROMOTIONS (VANCOUVER)

Director	Neufeld, Dianne	660-2732
Production/Location Consultant	Clackson, Brent	660-2732
Film Promo Asst./Secretarial	Ballou, Jennifer	660-2732

Management Services (Victoria)

Executive Director	Greene, Evelyn J.	1428
Secretary	Byers, Patti	1428
Receptionist	Miller, Nicolette	1428

Finance

Director, Financial Services	Churlish, Stewart	1428
Secretary	Papoutsis, Carolanne	1428
Manager, Financial Planning and Budgets	Burnett, Ron	1428
Manager, Financial Projects	Schuring, Bob	1428
Accounts Supervisor	Henderson, Gerry	1428
Accounts Clerk	Olsen, June	1428
	Follows, Suzanne	1428
Payroll Supervisor	Orrick, Shirley	1428
Payroll Clerk	Damke, Gabrielle	1428

Research

Director	Collins, Mick	1428
Secretary	[vacant]	1428
Research Officer	Verwoord, Joan	1428
	Froescul, Jo-Anne	1428

Administration

Administration Coordinator	Evans, Jan	1428
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Personnel

Director	Loat, Gary	1428
Personnel Technician	Long, Linda	1428